



REPLY TO  
ATTENTION OF

**DEPARTMENT OF THE ARMY**  
INSTALLATION MANAGEMENT AGENCY  
EUROPE REGIONAL OFFICE  
UNIT 29353, Box 200  
APO AE 09014-0200

SFIM-EU-HR-D

**MAY 20 2004**

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army in Europe Designated Driver Program

1. In 2003 more than 900 Drunk Driving (DD)/Driving While Intoxicated (DWI) incidents were reported throughout the Army in Europe, almost three incidents each day on average. To combat this phenomenon and to provide safe alternatives to our soldiers, civilians, and family members, we have developed the Army in Europe Designated Driver Program.
2. Designated Drivers are an effective means to remove many of the risks related to impaired driving. Nine out of ten Americans who participate in social events where alcohol is available believe that Designated Drivers should be used. Also, the Designated Driving program is simple. Individuals who plan to consume alcohol only need to plan ahead and either select one person who refrains from drinking alcohol, or arrange for a safe ride home. Designating a sober driver in situations when alcohol is present is something that should always be practiced.
3. The Army in Europe Designated Driver program is a key component of a community-based, comprehensive, impaired-driving prevention effort. Combined with highly visible law enforcement, the Designated Driver program gives our Soldiers and civilians the information and tools they need to make informed choices and seek alternatives to driving while impaired.
4. The Designated Driver program promotes the concept of designating a sober driver. An important part the program is the concept of "Safe Ride." Designated Drivers receive incentives to remain alcohol-free for the night, including complimentary soda and coffee provided by the Morale, Welfare, and Recreation (MWR) club system.
5. RESPONSIBILITIES:
  - a. Commanders and supervisors at all levels will provide information to Soldiers and civilian employees regarding the Designated Driver Program during command safety briefings.
  - b. IMA-E Safety Office will:
    - (1) Provide wrist bands to MWR facilities which serve alcoholic beverages.
    - (2) Ensure promotional advertisements in appropriate media.

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c. IMA-E ASAP Office will:

- (1) Ensure ASG ASAP Offices are provided with information regarding the program.
- (2) Advertise and promote the use of the program during the Summer Sense Campaign, Red Ribbon Week, and the 3-D Month.

d. MWR Facility Managers will:

- (1) Provide one tamper resistant wrist band to the designated driver for groups of two or more individuals.
- (2) Provide the designated driver with non-alcoholic beverages, such as soda and coffee at no cost to the individual. If designated drivers remove or damage wrist bands, they will no longer be authorized to receive cost-free beverages.

e. IMA-E Public Affairs Office will:

- (1) Coordinate with AFN to release radio and television spots advertising the program.
- (2) Provide designated driver print articles to ASG newspapers and the European Stars & Stripes.

6. POCs for this action are Mr. Justus Bernardy, DSN 370-8084 and Mr. Patrick Teel, DSN 370-7588.

  
RUSSELL B. HALL  
Director

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